

## ACCOUNT SEGMENTATION / CALL CLASSIFICATION

In conjunction with the Field Sales realignment, some changes to account segmentation and call classification will be initiated. These changes are intended to:

- Improve the definition, understanding, and designation of retail segments and call classifications.
- Improve the ability to analyze sales information by recognized classes of trade and more meaningful call classifications.
- More closely align MARLIN and S.I.S. information.
- Refine/simplify call frequencies.
- Improve capabilities in the allocation of resources.

New and revised segment definitions should be self-explanatory. Options will be made available in the future in SIS to group retail segments into class of trade hierarchies. Call Classifications are being changed to reflect primary method of sale (i.e., carton, pack or both). New Call Frequencies reflect the number of times accounts should be contacted during the year. Chain accounts will be assigned a Retailer Designation via the Chain Master in SIS, and this designation will be automatically applied to each retail account in the chain.

To the extent possible, many changes will be handled automatically by the system and will not require any action by Field Sales. These changes include:

- Segments
  - All Petroleum Convenience (PC) to Convenience (CN)
  - All Discount (DT) to Mass Merchandiser (MM)
  - Selected Supermarkets (SM) to Super Center (SC)  
(Meijers, K-Mart Super K, Wal\*Mart Super Centers)
  - All Restaurant/Bar (RB) to Other (OH)
  - All College/Universities (UN) to Other (OH)
- Call Classifications
  - All Keys (K) to Carton (C)
  - All A, B, C, D to Package (A)
  - All E, Z to Package (A)
  - All Military Commissaries to Carton (C)
  - All Military Exchanges to Package (A)
- Call Frequencies will be converted on the same basis applied in Sales Call Planning (SCP).

Reps will be required to make the following manual conversions via their handhelds during normal coverage. These changes should be completed by October 27:

- Segments
  - Change all Cigarette Outlets (CO) to Reservation Store (RS), Border/Interstate (BI) or Cigarette Store (CS). The CO segment will be eliminated on October 30.
  - Identify and change the segment for any retail account that matches the criteria for Travel Gift Shop (TG).
- Call Classifications
  - Review all calls that have been converted by the system to C (Carton) or A (Pack). Based on the new guidelines, identify and change the call classification for those accounts that match the criteria for B (Both).
  - Change all accounts currently classified N to C, P, or B. The N classification will be eliminated on October 30.

**NOTE:** Reps will be provided the attachments and more detailed information on Account Segmentation/Call Classification and requirements during accountability training sessions planned for late August.

As additional information that requires no action on your part at this time, a field will be added to the Master List for retail "Partnership" designations. This field will be automatically populated as defined by the contracts within each account. Also Hi/Lo Control indicators will be available to monitor/change the information recently provided in conjunction with the pending Field Sales restructuring. More information will follow on the Partnership designations and Hi/Lo indicators.